

**Utah Office of Tourism
Board Retreat
April 18, 2008 – 8:30 a.m.
The Lodges at Deer Valley
2900 Deer Valley Drive East
Aspen Board Room, Main Lodge, 3rd Floor
Park City, UT**

Present

Board Members

Kim McClelland
Steve Lindburg
Bill Malone
Pamela Hilton
Peter Corroon
Jeff Robbins

Steve Burr
Hans Fuegi
Bob Bonar
Frank Jones
Georgianna Knudson

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Jim Buchanan

Barbara Bloedorn
Tracie Cayford
Lorraine Daly

Guests

Thomas Cooke
Steve Driggs
Daniel Connor
Brad Smith

Organization

Struck Creative
Struck Creative
Struck Creative
Foremost West

Welcome

Kim welcomed everyone to the meeting. Kim and the board thanked Bill Malone and the Park City Chamber Bureau for hosting breakfast as well as Han Fuegi for hosting the marketing committee for dinner the evening before at the Grub Steak Restaurant.

Kim indicated that he would like to try to move the retreat schedule along and try to end the meeting by 2:30 or 3:00 if possible.

Kim also welcomed everyone to the Lodges at Deer Valley. Kim introduced and thanked Mary Ann Empey, Assistant General Manager and Sharka Vokel, Conference Manager who assisted in putting the retreat together.

Minutes

MOTION: In discussing the minutes from the March 21st meeting in Salt Lake, Hans indicated that in the first paragraph on page 4 of the minutes that the gentleman who created the poster art is Gilberto Schaefer instead of John Schaefer. Steve Lindburg made a motion to approve the minutes to include the correction. Hans seconded the motion and it passed unanimously.

Operations Budget

The board was provided with copies of the UOT Fiscal Year 07/08 and 08/09 budgets. Kim asked that rather than going through the budget line by line that the board take the information with them to digest it at their leisure and if they have questions, contact Leigh.

Leigh indicated that over the last 3 years, the UOT has not received operational base budget increases other than salary increases. She asked for support from the board to assist in convincing the legislature that it's time to increase the base budget bottom line.

UOT Program Activities

Leigh gave a brief overview of the UOT organizational chart including names and responsibilities.

Leigh, Dave and Tracie reviewed the key activities, accomplishments and upcoming projects for Administration, Advertising, Research, Communications, Operations & Fulfillment, Interagency responsibilities as well as Travel Trade. Detailed documents were provided for the board.

Other things that were discussed in more detail were; search engine optimization including useful links, possible pay per click and adding interactive maps on Utah.travel. Also discussed whether we should consider spending more of the marketing budget for interactive in the future.

Leigh suggested the possibility of putting together a manageable annual report to include key activities and accomplishments to give to our partners.

Kim suggested the marketing committee take a look at pay per click and strategize on what to do and how to do it to make sure that Utah.travel comes up first when searching the web.

Leigh gave an update on preparations for the Salt Lake to Paris Delta inaugural flight which takes place June 2nd. The UOT is working with the Salt Lake Chamber of Commerce, GOED/ International Trade, SLCVB, the airport, and Mayor Becker's office. There will be a "Celebrate Utah" reception in Paris the first night. Posters will be on all walls and the asset video will be playing. 100-120 people are expected to attend the reception including media, representatives from Delta Air France, a VIP delegation which will be 40-50 people from the flight, tour operators and business partners that are being cultivated in Paris. The Utah Business Mission schedule of activities & events from June 2nd – 7th in Paris was provided to the board.

Marketing Budget

Dave Williams reviewed the 08/09 proposed Marketing/Advertising Budget with the board. A break down of the budget was provided. The total proposed advertising budget is \$7,281,600 and is divided into three parts; 60% for non-winter promotion, 30% for winter promotion & 10% for special opportunities.

Kim suggested that the board take some time to digest the budget and come back to the next meeting with a final approval. Leigh would like to get the necessary approvals and unveil the approved budget at the tourism conference. She suggested a possible email to the board and approval via a conference call in advance of the board meeting.

Dave suggested a conference call with the marketing committee to come back to the board with a final proposal for their approval.

In special opportunities for 08/09 the SLCVB requested \$250,000 for the Meeting Planners International Convention.

MOTION: After much discussion, Bill Malone made a motion to fund \$246,500 out of the 07/08 Special Opportunities Budget for the SLCVB request provided they do not request more money for MPI in the current 08/09 Co-op Budget. Jeff Robbins seconded the motion. The motion passed by the board save Mayor Corroon who abstained.

Other items that were discussed at length in the proposed budget were; 1st class postage, domestic PR, Madden, Warren Miller, Sundance, the website as well as other items.

Steve Driggs with Struck took a minute to thank Thomas Cooke for his efforts and hard work at Struck on behalf of the UOT. Thomas has accepted a position with Deer Valley Lodging and will begin his new job after the tourism conference. The board and the UOT all expressed their appreciation and thanks to Thomas for everything he has done. Steve also introduced Dan Conner, the new chief operating officer of Struck. Dan indicated that he is really looking forward to working with the UOT and continuing the relationship that Struck has had with them.

Steve Driggs showed samples of 30 second ad ideas for Winter 08 TV Strategy. Steve recommended that the samples be shown to the ski partners to get their feedback.

Steve then showed samples of 30 second ad ideas for Summer 09 TV Strategy. The plan would be to shoot in Summer 08 and launch in March 09.

Steve showed the latest version of the baggage claim ad which had been tweaked including changes to the voice over and added in a Dead Horse Point shot.

Thomas gave a brief overview of the tentative plan for the \$240,000 uncommitted funds in the 07/08 advertising budget. Struck will work with Blitz on rates and present a proposal to the marketing committee and a decision will be made the first part of May.

Ad Effectiveness

Dave provided a 2007 to 2008 comparison report for the 2008 spring campaign. The report breaks down the Utah.travel visits, and daily phone calls as well as Utah.com travel guide requests, Utah.travel travel guide requests and the online travel guide requests. Dave also reviewed ad effectiveness graphs provided by Denise Miller.

Strategic Plan

Kim reminded the board to review the strategic plan as it includes the guiding principals for the UOT staff and board and keep it as an information resource.

Domestic PR

Leigh did a brief overview of the draft request for a proposal to solicit a domestic public relations firm. Leigh asked the board to take a look at the proposed RFP and the proposed flow chart and

give their feedback.

- Steve Lindburg recommended working with our partners to help host the domestic PR.
- Leigh indicated that Struck would work closely with the PR firm that is chosen.
- Kim asked if a possible PR committee should be considered to help make key decisions regarding this issue.

Miscellaneous

The board had brief discussions on:

- Communications Plan for 08/09 – RFP for Domestic PR firm
- International marketing strategies
- Importance of hosting meetings & conventions in the state
- Ad effectiveness – UOT will give board updates on research data regularly
- Update on what our competitors are doing as far as advertising
- Board replacement for Bob Syrett – new board member should be confirmed in May
- Co-op funding - difficulties DMO's are having regarding funding as well as funding cap. Committee will take input from board into consideration for possible changes to criteria.
- Utah Guides and Outfitters – Lake Powell/Blanding day trip for the board – No this time
- One way visitors from Vegas to Salt Lake – how to market to them
- Utah.com status – Letter of Intent & Memorandum of Understanding went to Rick Maw & an agreement has been reached between UOT & Utah.com. Copy of update letter to tourism partners on the status of the partnership between UOT & Utah.com. (These documents were provided to the board.) Dave Williams thanked the web committee and Steve Lindburg for their efforts on behalf of the UOT and the web committee. The web committee has been disbanded.

Meeting adjourned.

The next board meeting will be held at 4:00 p.m., Monday, May 12th at the Hilton Salt Lake City Center in conjunction with the tourism conference.